

Garden Product Retailing - UK - May 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“2017 promises to be a year of significant change for garden retailing. Bunnings, B&M and Wilko will emphasise everyday low prices, while B&Q will play to its strengths as a place where novice gardeners can get something to cheer up their plots. Meanwhile the garden centres will continue to raise their game as leisure destinations, while maintaining a specialist presence for quality.”
– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- **Is the shopper ready to buy more garden products online?**
- **Will value become a key marketing message in garden retailing?**
- **Restaurants are one of the most important developments a garden centre can make**

Garden retailing is going through a period of significant change. B&Q, the market leader, faces a new, price-aggressive competitor as Bunnings replaces Homebase. B&M, a value chain, has become a major player in the garden market, expanding store numbers during 2012-17 and now has over 100 garden centres attached to its B&M Home shops. Specialist garden centres have been concentrating into the hands of multiples, mainly through acquisition. The sector has seen retailers, including the largest multiple, Wyevale, improve and expand their assortment of products and services, including restaurants and concession operations, reducing dependence on the spring season and creating more reasons to visit the stores. Dobbies, under new ownership since being sold by Tesco, aims to differentiate and become 'best in sector'. Meanwhile most retailers are taking online selling seriously, and there is a growing market for selling fresh plants online. The market for garden products is buoyant, helped by the trend for outdoor living, an ageing population and steady personal disposable income.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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